

VICTORY LAP WALK & COMMUNITY DAY

STEM EDUCATION | ENTREPRENEURSHIP | EQUITY



VICTORY LAP

5K

BE GREAT FOUNDATION
STEM EDUCATION, ENTREPRENEURSHIP & EQUITY



OCTOBER 1ST, 2022
10AM-2PM

COUNTRY PARK

805 Jaycee Park Dr.
Greensboro, NC 27455
5K Run | Food Trucks |
Live Art | Vendors | Live
Music | DJ | Drone
Demonstration | Gaming
Workstations | Wealth
Workshops

OUR MISSION

Our mission is to alleviate income, wealth and opportunity disparity by facilitating and deploying STEM (science, engineering, technology and math) related content, events, and educational experiences aimed at helping people from marginalized backgrounds obtain steady and high paying employment, while starting the journey towards building generational wealth.

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We serve middle and high school students (Ages 10-18) in Guilford County through our programming which includes our Dreamers + Builder App Design and Game Design Camps, Our Flight School Drone Academy, and GSO Aviation Day.

We also serve young adults ages (17-25) through our Certification Support Programs which allow them to gain high-demand IT Certifications, bi-weekly mentoring, resume prep and interviewing coaching. We also support the participant through job placement and beyond. Participant may earn a certificate from Google, Microsoft or Salesforce with no cost to the student.



BE GREAT FOUNDATION
STEM EDUCATION · ENTREPRENEURSHIP · EQUITY

WE ARE SO GRATEFUL TO OUR DONORS, SPONSORS, AND COMMUNITY PARTNERS. IN 2022, WE WERE ABLE TO SEND 15 KIDS FROM OUR COMMUNITY TO BEST OF BREED VIRTUAL STEM CAMPS TO LEARN THINGS LIKE 3D DEVELOPMENT, ANIMATION & STORYTELLING, AND HOW TO CODE GAMES IN MINECRAFT AND ROBLOX. IN 2023, OUR GOAL IS TO DOUBLE THAT! AT \$500 A WEEK, THESE CAMPS ARE OFTEN COST PROHIBITIVE FOR THE FAMILIES WE SERVE, SO WE WANT TO OFFER MAXIMUM EXPOSURE TO HIGH-TECH SKILLS THAT WILL CARRY THAT STUDENT FAR INTO THE FUTURE, WHILE ALLEVIATING THE FINANCIAL BURDEN OF A QUALITY EXPERIENCE FOR THE PARENTS. WITHOUT OUR DONORS AND SPONSORS MANY OF OUR KIDS WILL NEVER GET A CHANCE TO ATTEND THESE TYPES OF CAMPS, WHICH SERVE TO OPEN A WHOLE NEW WORLD OF POSSIBILITIES FROM A FUTURE AND CAREER STANDPOINT.

***CIANDRESS JACKSON
EXECUTIVE DIRECTOR, BE GREAT FOUNDATION***



2021-2022 Accomplishments

HOW DID WE SPEND WHAT WE RAISED?



In 2021 we accomplished the following:

- Awarded (2) scholarships to young adults ages 18-25 to earn Google IT Support Certifications with bi-weekly mentoring, resume prep, and interview coaching. (1) student completed and earned his certification credential in May of 2022.
- We matriculated (10) students ages 10-16 through our Flight School Drone Academy where they were exposed to career paths for drone pilots and earned their own drone to prepare for the FAA Certification Exam which they may take at age 16.
- Matriculated (8) students through our Dreamers + Builders App and Game camps where they developed their own app and game prototypes.
- Hosted GSO Aviation Career Day where (15) attendees heard from Glenn Gonzales, founder of Jet it private aviation company, built their own airplane parts, and toured HAECO's new 5 hangar airplane at PTI thanks to a partnership with GTCC.
- Provided (15) scholarships to best of breed virtual STEM camps to learn high demand STEM skills.

MEDIA LINKS

[Victorious Non-profit focuses on molding STEM students](#)

[Tech Companies Recruit Gamers for their specialized skills on Spectrum](#)

[Greensboro 5K promotes STEM Programs on WFMY CBS NEWS](#)

[Triad Foundation advocates for diversity in STEM on WGHP Fox News](#)

[Featured on "Mo on the Go" segment on WFMY CBS News](#)

Event Elements

01.

Victory Walk participants will take a lap in unison around the track. Intended to be a symbolic representation of conquering a challenge, participants will walk to the tune of the Victory Lap album and then answer the prompt "What's Your Victory" and place it on the Victory Wall. This inclusive walk is for anyone who wants to celebrate being victorious over something in their life with a Victory Lap!

02.

Hustle & Motivate Marketplace will feature 12 vendors from all walks of life including youth vendors. The marketplace will also host our Food Truck partners Jamaica Coast Catering and

03.

Vector 90 Marketplace will feature all of stem exhibitions and activities including an NBA 2K ESports Tournament, Drone Demo/Drone Race, and a VR Exhibition.

04.

Paint & Nip will follow the format of a Paint & Sip allowing kids to paint their own portrait of Nipsey Hussle as they learn more about his Life and Legacy. The Picasso Baby Art Battle will put GSO's best artists head to head for live art creation. Works will be auctioned off.

05.

The Main Stage will be where the DJ gets the party started and feature performance art to include musicians, dancers, poets and the like. Sponsor remarks will also be made from the Main Stage.



EXPECTED ATTENDANCE

In our inaugural event in 2021, we had 49 runners and approximately 100 attendees for the food trucks, music, art, and vendor space. In 2022 we will modify the format and expect in the range of 150-200 attendees.

MEDIA OUTREACH

In advance of the 2021 event, we appeared on several local media outlets including WGHP, WFMY, SPECTRUM News, and Yes Weekly.

BILLBOARD PLACEMENT

Through a special non-profit rate with Rhino Times we secured a Billboard for the 2 weeks leading up to the event. We plan to deploy this method again.

SOCIAL MEDIA/FLYERS

We secured an advertising partnership through Greensboro Black CashMob with 20K followers. Distribution of 2,000 flyers at Country Park the weeks leading up to 5k.



NO PRESSURE SPONSOR - \$100

Social Media Mentions | 2 Race Tickets

MAILBOX MONEY SPONSOR - \$250

Social Media Mentions | 5 Race Tickets | Sponsor Booth | Foam Board Logo Recognition | Website Logo Recognition

CRENSHAW SPONSOR - \$500

Social Media Mentions | Press Mentions | 5 Race Tickets | Sponsor Booth | Foam Board Logo Recognition | Website Logo Recognition

SLAUSON SPONSOR - \$1000

Social Media Mentions | Press Mentions | 5 Race Tickets | Sponsor Booth | Foam Board Logo Recognition | Website Logo Recognition | Logo Recognition on Event Banner

DOUBLE UP SPONSOR - \$2000

Social Media Mentions | Press Mentions | 5 Race Tickets | Sponsor Booth | Foam Board Logo Recognition | Website Logo Recognition | Logo Recognition on Event Banner

ALL MONEY IN SPONSOR - \$5000

Social Media Mentions | Press Mentions | 25 Race Tickets | Sponsor Booth | Foam Board Logo Recognition | Website Logo Recognition | Logo Recognition on Event Banner

